

# City of Ladue

## Community Education Presentation for Proposition L

Election: Tuesday,  
November 2, 2021



# Agenda

- Proposition L Overview
- What will Proposition L Fund?
- Overview of Ladue's Top-Tier Public Services
- Where do your Tax Dollars Go?
- Reducing Costs and Increasing Revenue Streams
- Why Prop L is Needed Now
- The Cost of Prop L
- Ladue Tax Rates Compared to Surrounding Cities
- Expenditures by Department
- If Prop L Fails
- Where to Get Information



# Proposition L Overview

Maintaining Ladue's  
Exceptional, Personalized  
Public Services



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On November 2, 2021, City of Ladue residents will vote on Proposition L, a property tax increase to support Ladue public safety and public services.

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Quality police, fire, emergency medical services (EMS) are the most important services the City of Ladue provides to its residents.

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Public services such as leaf and brush pickup are high-value services to residents, as are storm clean up services that keep roadways and neighborhoods passable and safe.



# Proposition L Overview

Maintaining Ladue's  
Exceptional, Personalized  
Public Services



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Every effort has been exhausted to address the financial shortfall without a tax increase.

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The city has secured additional revenue streams and decreased expenses that don't require additional tax burdens for residents.

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City officials know that few people get excited about tax increases of any kind. We also know that the exceptional, personalized public services Ladue offers today are highly valued by residents.



# What Will Prop L Fund?

- The City of Ladue offers premium and personalized public services that residents have come to expect.
- Prop L will fund public safety services personnel including Police, Fire, EMS and Public Works departments, which make up the largest (86%) operating costs in the city's budget.



# Residents Expect Top-Tier Public Services

- The City of Ladue offers premium and personalized public services that residents have come to expect.
- Public Works
  - Snow removal, salting, brining, pavement and sidewalk maintenance
  - Leaf and brush pickup
  - Award-winning storm water management
  - Storm damage clean up
  - City beautification
  - Park maintenance
  - Conservation protections





# Residents Expect Top-Tier Public Services

- The City of Ladue offers premium and personalized public services that residents have come to expect.
- Public Works
  - Right of Way vegetation management
  - Traffic signal management
  - ADA sidewalk improvements, replacements, etc.
  - MSD Partnership for water management
  - Weather storm warning system





# Residents Expect Top-Tier Public Services

## Ladue Police – State Accredited

- Crime prevention
- Criminal investigations
- Emergency notification services and crime alerts
- 911 services
- Community policing
- Public and private school resource support
- Bicycle officers
- Fraud alerts
- Home safety evaluations
- Home and business alarm permits and support
- Non-emergency services
- Vacation watch
- Animal control



# Residents Expect Top-Tier Public Services

- The Ladue Police Department has achieved the Missouri Police Chiefs Association (MPCA) accreditation.
- Officers have been trained in Use-of-Force, De-escalation, Racial Profiling, Crisis Intervention Training and Emergency Vehicle Operations to ensure citizens and visitor are being treated with respect and dignity,
- Community Policing program enhances crime prevention, engages the community in safety efforts, and use of speed trailers to help citizens improve driver safety.



# Residents Expect Top-Tier Public Services

## Ladue Fire

- Ladue emergency medical services
- Emergency transportation services
- Advance fire operations and medical trainings
- Two advance life support vehicles
- Two heavy-duty rescue pumpers
- Home and business fire safety evaluations and inspections
- Public safety education
- Holiday, grilling, golfcart, fireplace safety assistance





# Residents Expect Top-Tier Public Services

- Ladue has some of the most experienced fire, police and EMS professionals that provide top-tier care to the people of Ladue.
- Since 1975, the City of Ladue Fire Department is so well trained and efficient, they successfully manage increased call levels with the same number of staff.
  - Call volume in 1975 = 550 calls
  - Call volume in 2019 = 1877 calls



# Residents Expect Top-Tier Public Services

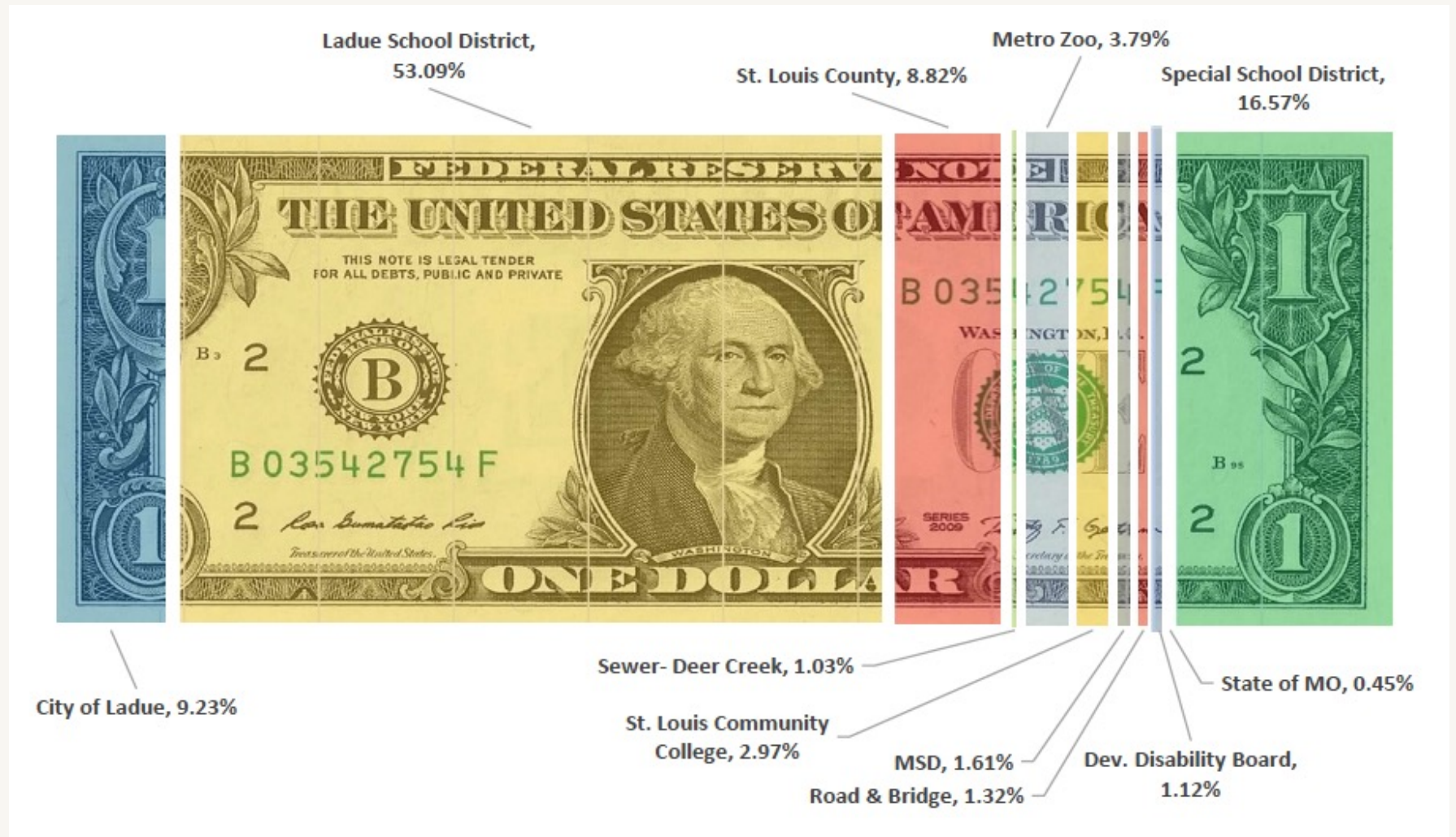
## Administration and Building Management

- Resident Boards and Commissions
- Zoning and Planning
- Business license services
- Resident concern assistance
- Permit review and issuance
- Building, mechanical, plumbing, demolition inspections
- Notary services
- Email notifications
- City website
- Municipal Court
- Special events
- Local election support

WELCOME TO THE  
**CITY OF LADUE**  
— Est. 1936 —



Only **9.23%**  
of your  
current  
property tax  
bill goes to  
fund city  
operation and  
public safety  
services  
in the  
City of Ladue.



Where Do Your Tax Dollars Go?



## The City Has Been Aggressive in Reducing Costs

- The city partnered with Frontenac, Town & County, and Creve Coeur for 911 call center collaboration, saving \$200,000 in personnel costs.
- The Rosenbauer Fire Truck is equipped with energy star rating. It has an on-board generator reduces engine wear, fuel consumption, and produces less pollution.
- The city has provided all-hazard emergency training for fire department staff, within the current budget restraints helping better prepare staff for all types of emergencies and increasing survival rates.
- The city has conducted a salary survey to ensure employees are being paid fairly and competitively, to reduce turnover and disruption.



# The City Has Generated Additional Revenue Through Local, State and Federal Grants

- The city secured grant funding for many projects that have improved the city's infrastructure such as McKnight, Price and Dielmann and Warson Roads sidewalk projects
- Grants helped to pay for bridge replacements and structural improvements.
- Grants helped to pay for Fire Department rescue equipment and new self-contained breathing apparatus.



# Why is Prop L Needed Now?

- The last property tax increase was 17 years ago.
- The residents of Ladue enjoy personalized and premium public services.
- The City of Ladue has one of the lowest property tax rates in the surrounding area.
- The city has experienced a negative impact due to COVID-19, as have other cities, counties and states across our great nation.
- The city doesn't have a significant commercial tax base, which generate higher sales taxes for the city.
- The city's current revenues can't sustain the increasing costs of fire, police, and public works personnel.
- COVID-19 funds cannot be utilized to offset tax reductions or delay tax increases.
- The city has responsibly utilized the fund balance to offset costs over the years.



# What will Prop L Cost?

- Proposition L is asking voters to approve a property tax increase of 30 cents for fiscal year 2021.
- A home with an appraised value of \$850,000, would cost about \$485 more with the new rate each year, which is about \$40 a month.



# Important Facts to Help you Make a Decision on November 2, 2021

- Providing exceptional public safety services is the city's top priority.
- Police, Fire/EMS and Public Works make up over 86% of the operating costs of the city's budget.
- Risking essential city safety services could result in poorer outcomes for residents.
- Less than 10% of your current property tax bill goes to fund city operations and public safety services. Most of your annual property tax goes to fund public education, the Metropolitan Zoo Museum District, and St. Louis County services.

# Important Facts to Help you Make a Decision on November 2, 2021

- The City of Ladue has some of the most professionally trained and experienced Police and Fire/EMS services in the region:
  - In 2021, the Fire Department's average for dispatched to enroute is one minute 17 seconds.
  - In 2018, the City of Ladue earned an Insurance Services Office (ISO) rating of 3, which is the top 15% in the country. This high rate keeps the cost of residential and business insurance down.
  - The Ladue Police Department is fully accredited by Missouri Police Chiefs Association.
  - Ladue Police respond to over 11,100 calls for service per year, in addition to over 50,000 calls classified as self-initiated activity, which include surveillance patrols, vacation checks, foot patrols, bicycle patrols, etc.
  - Police response time for burglaries in progress and auto accidents is about two minutes. Only 13.6% of burglaries nationally have a response rate of under five minutes.



# Important Facts to Help you Make a Decision on November 2, 2021

- It has been 17 years since Ladue has asked voters for a property tax increase.
- Without the tax increase, the Council may have to consider outsourcing services such as fire protection or eliminating city brush and leaf pick up, which could cost residents more.
- To calculate your projected increase please use the following formula:
- Assessed Value of Home/ \$100.00 x \$0.30 = Projected Dollar Tax Increase

For a property with an appraised value of \$850,000 the assessed value would be \$161,000

$$\$161,000 / \$100 \times \$0.30 = \$483$$

# What will the Proposed Tax Increase Cost You?

Appraised Home Value	Assessed Home Value	Projected Rate Increase	Projected Dollar Tax Increase	Monthly Increase
\$500,000	\$95,000	.30	\$285	\$23.75
\$750,000	\$142,000	.30	\$428	\$35.67
\$1,000,000	\$190,000	.30	\$570	\$47.50
\$1,250,000	\$237,000	.30	\$713	\$59.42
\$1,500,000	\$285,000	.30	\$855	\$71.25
\$2,000,000	\$380,000	.30	\$1,140	\$95.00
\$3,000,000	\$570,000	.30	\$1,710	\$142.50

If approved on November 2, 2021, **100%** of this tax will go to the City of Ladue for public services that benefit residents.

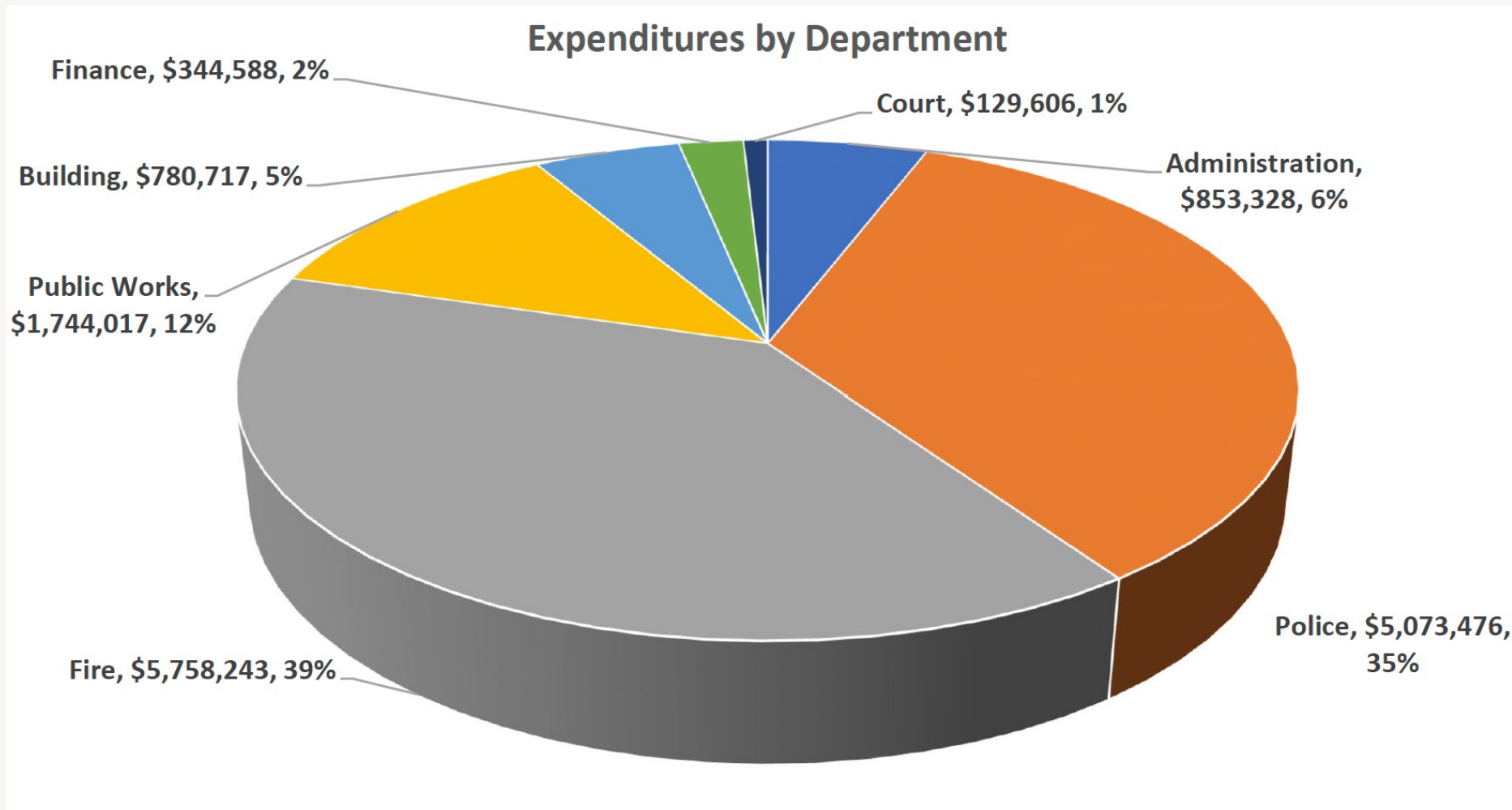
# How do Ladue Property Taxes Compare to Other Cities?

## Current City Property Tax Rates

Olivette	1.2790
Creve Coeur*	1.1850
Frontenac	1.000
Maplewood	0.9510
Glendale	0.8590
Webster Groves	0.6990
Clayton	0.6990
<b>Ladue</b>	<b>0.6170</b>







## Expenditures by Department

# Missouri's Hancock Amendment: How it Impacts Property Taxes

- As property values rise, it would seem logical that tax collections would rise accordingly. However, that's not how local property taxes work.
- Missouri's Hancock Amendment limits the amount of property taxes that can be used to support local government or other entities that rely on local taxes such as school districts. The Hancock Amendment controls local tax revenue and tax rates with the consumer price index.
- So as property rates rise, the local property tax rate decreases to keep the revenue collected consistent with voter tax rate approvals.

# What happens if Prop L Fails?

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The top-tier, personalized public services that residents depend upon today such as police, fire and EMS, and street maintenance could be impacted or reduced if Prop L fails.

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At the current and projected rates of revenue, the city cannot sustain the current level of services without an increase in revenue, such as this proposed tax increase.





# If Prop L Fails, How will that Affect me as a Resident?

- The city will continue to experience a decreasing reserve fund balance as a result of decreased revenues and rising costs.
- The city would have to consider eliminating services currently provided at no cost to residents, such as leaf and brush collection.
- The city may have to reduce public safety personnel, which could affect the health and safety of residents.
- The city would have to consider outsourcing services such as fire and EMS, which could result in higher fees to residents.
- Residents' ability to get permits approved and conduct city business could be delayed due to staffing reductions.



# Where to go for Information

- Contact the City of Ladue and ask to speak to Stacey Mann, City Clerk, [smann@cityofladue-mo.gov](mailto:smann@cityofladue-mo.gov) or Sign up for emails from the city.
- City of Ladue website [www.cityofladue-mo.gov](http://www.cityofladue-mo.gov)
- City of Ladue Facebook page:
  - <https://www.facebook.com/City-of-Ladue-MO>







# Questions and Answers